

**CALIFORNIA HIGH-SPEED RAIL AUTHORITY
DUTY STATEMENT**

RPA #21-208

CLASSIFICATION TITLE Staff Services Manager II	OFFICE/BRANCH Northern California Region/Stakeholder Management	LOCATION San Jose
WORKING TITLE Engagement Manager	POSITION NUMBER 311-610-4800-001	EFFECTIVE 07/01/2020

GENERAL STATEMENT:

Under the general direction of the California High-Speed Rail Authority's (Authority) Northern California Regional Director and functional direction of the Deputy Regional Director, the Staff Services Manager II (Engagement Manager) will oversee the Stakeholder Management Branch of the Authority's Northern California Regional Office. The Engagement Manager will lead a diverse team to develop and execute public outreach and stakeholder engagement strategies and plans for Northern California. The Engagement Manager is responsible for aligning all regional efforts within the Stakeholder Management Branch to drive regional priorities and ensure regional consistency with the Authority's system-wide public engagement, legislative, government, and small business outreach efforts including public meetings, stakeholder meetings, and correspondence. This position also works with the regional program development team, technical teams, and Communications Branch to support the development and execution of communications, media, and social media strategies and plans, web site content, PowerPoint and other presentations, factsheets, and other collateral. The incumbent will oversee staff in the Northern California office and will lead the development of work standards, monitor the attainment of those standards, establish consistent work processes and ensure the development of a customer service-oriented office.

TYPICAL DUTIES:

Percentage Job Description
Essential (E)/Marginal (M)

- 35% (E)
 - Plans, organizes, and directs an extensive public outreach program for the Northern California Regional Office.
 - Develops, implements and maintains a proactive outreach plan to engage members of the public and stakeholders.
 - Studies and evaluates the Authority's programs and policies from the viewpoint of stakeholder relations.
 - Provides public outreach and stakeholder information and advice to Authority leadership.

- Leads the Northern California Stakeholder and Outreach Team, a diverse group comprised of Authority staff and multiple consultants.
 - Establish, maintain and strengthen relationships with key stakeholders including elected officials, regional organizations, individuals and businesses and communicate how the project affects these stakeholders.
 - Serves as the point of contact and liaison for a diverse cross-section of members of the public and stakeholders in Northern California.
- 30% (E)
- Recommends regional goals for the Authority's public outreach program and develops strategies to accomplish them.
 - Evaluates the effectiveness of the state and regional public outreach strategies and recommends appropriate changes.
 - Event planning for a variety of settings/meetings including community working groups, regional organizations, boards, partnerships and public events.
 - Identifies real and potential outreach and stakeholder issues and provides a plan to address them.
 - Coordinates with communications team on regional messaging.
 - Provides effective leadership to assure quality of work and accuracy in carrying out public outreach and stakeholder engagement duties outlined above.
 - Oversees environmental justice engagement.
 - Oversees the maintenance of a stakeholder database.
 - Develops, tracks and reports on performance measurements.
- 15% (E)
- Represents the Authority at public outreach events, community meetings.
 - Presents to members of the public as well as a variety of community groups.
 - Ensures that newly adopted policies and procedures are conveyed and instituted throughout the Northern California Regional Office.
 - Develops and provides recommendations to the Northern California Regional Director and Deputy Regional Director on the formulation and administration of policies and long-term goals of the Northern California Regional Office.
 - Represents the Northern Regional Office on various task forces and committees.
- 15% (E)
- Provides overall management and guidance to the staff assigned to the Northern California Regional Office's Stakeholder

Management Branch to ensure consistent and timely completion of all work products.

- Provides guidance and oversees staff development and performance counseling, progressive discipline, including the development, review and approval of probationary reports, performance appraisals, individual development plans, merit salary adjustments, and other personnel management responsibilities and tasks.
- Oversees the recruitment, hiring and training of the Northern California Regional Office's Stakeholder Management staff. Directs analysis regarding resource utilization and needs.
- Prepares special studies critical to the management of specific programs such as staffing needs, organizational analysis and historical expenditure trends.

5% (M)

- Performs other job-related duties as required.

KNOWLEDGE AND ABILITIES:

Knowledge of: Principles, practices, and trends of public and business administration, including management and supportive staff services such as personnel and management analysis, planning, program evaluation, or related areas; principles and practices of employee supervision, development, and training; program management; the administration and department's goals and policies; governmental functions and organization at the State and local level; department's Equal Employment Opportunity (EEO) objectives; and a manager's role in the EEO Program and the processes available to meet EEO objectives.

Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources; and effectively contribute to the department's EEO objectives.

DESIRABLE QUALIFICATIONS:

- Knowledge of San Francisco Bay Area communities and demographics, including the counties of San Francisco, San Mateo, Santa Clara, San Benito, and Merced; the cities within those counties; as well as transportation organizations, agencies, and providers.

- Experience working with Northern California Region public agencies, counties, cities, elected officials, advocacy organizations, and other stakeholders.
- Knowledge of tracking/scheduling and/or project management tools.
- Prior experience with public engagement, policy, government relations, public affairs and communications with rail or transit projects.
- Knowledge of techniques and strategies for preparing, producing, and disseminating information to diverse audiences.
- Knowledge and experience engaging environmental justice communities, low-income and minority populations, historically underrepresented populations, equity priority communities, and those who speak limited or no English.
- Capability in various facilitation methods and ability to facilitate in a variety of settings, including public open houses, working group meetings, etc.
- Ability to effectively present sensitive and complex information, both verbally and in writing, to diverse audiences.
- Possess excellent relationship-building skills, particularly with stakeholder groups, partner agencies, and members of the public.
- Possess strong teamwork and leadership skills.
- Ability to effectively manage and supervise multiple projects simultaneously.
- Ability to gain and maintain the confidence and cooperation of those contacted during the course of the work, particularly the public and local jurisdictions.
- Represent the Authority in the public.
- Proficiency in Microsoft Office, PowerPoint, Excel and Adobe Acrobat.
- Knowledge of Public Meeting Act Law and requirements.
- Principles of transparency in State government.
- Knowledge of management techniques in State government.

SUPERVISION EXERCISED OVER OTHERS:

Directly supervises various staff in the Northern California Regional Office's Stakeholder Management Branch.

PUBLIC AND INTERNAL CONTACTS:

The Engagement Manager is responsible for contributing to the successful public outreach programs that support the development of the High-Speed Rail project in Northern California.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS:

This position is responsible for the public image of the Authority. Errors in judgement or insensitivity to pressing issues could result in poor articulation of the Authority's public policy, embarrass the Authority, and cause unfavorable media coverage and possible reaction from the stakeholders or the public. The incumbent should be able to make recommendations on various public and stakeholder issues and is responsible for ensuring that the Authority's message is appropriately communicated to the stakeholders and the general public.

PHYSICAL, MENTAL, AND EMOTIONAL ABILITIES:

Physical: Employee may be required to sit for long periods of time using a keyboard and video display terminal.

Mental: Must have the ability to multi-task, adapt to changes in priorities, focus for long periods of time and be able to organize and prioritize work assignments.

Emotional: Most of the jobs in the office require interaction with many people. It is important that employees work with others in a cooperative manner.

WORK ENVIRONMENT:

- Professional office environment.
- Present self professionally and according to current policy.
- Effectively handle stress and deadlines.
- Make presentations to other managers and supervisors.
- Consistently exercise a high degree of independence.
- Use a PC to communicate and prepare written material.
- Wearing a properly fitted face covering that covers the nose and mouth, and practicing physical distancing are required in the workplace in accordance with state and local guidance.
- Some travel may be required.

I have read, and understand the duties listed above and can perform them either with or without reasonable accommodation. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Name of Employee:

Signature:	Date:
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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

Name of Supervisor:

Signature:	Date:
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